

ABSTRACT

Disclosed is a new business method that employs an indicia mouth contact area protective member for use in combination with a sanitized beverage container, which member comprises primarily a substantially hourglass shaped piece of thin material or film of suitable dimension which is adhered to the mouth contact area of beverage containers. Alternatively, a substantially circular member may be used, in which event the member is applied within the rim of the top of the container. The hourglass shape has been found to permit adherence to the top and convex side of a container without deformation of the protective member's material, and without wrinkling. Adherence is preferably achieved with antibacterial adhesive. The apparatus is a consumer removed, flexible, mouth contact area protective member adhered to the container, in which the protective member is combined with indicia that may be replaceable, paid, third party advertising promotion, games of chance, premiums, collectibles, redeemables, merchandise acquisition means, and prizes, as well as such things as public service announcements, instructional information, and warnings.

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